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(b) a staging server operatively connected to each of the first and second production servers, wherein content is generated on the staging server and wherein the generated content is automatically transferred from the staging server to the first and second production servers at substantially the same time in response to a publish command received on the staging server.

3. (Amended) The system of Claim 1 further comprising a firewall operable to limit access to the staging server.

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4. (Amended) The system of Claim 3 wherein the staging server comprises a segmented server providing processing for a plurality of users.

5. (Amended) The system of Claim 3 wherein:
a same address is associated with the first production server and the staging server; and
requests associated with the same address are routed to the staging server in response to access through the firewall.

6. (Amended) The system of Claim 1 wherein the staging server is operable to generate requests for additional content from the network.

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7. (Amended) The system of Claim 1 wherein the staging server is operable to schedule said transfer of the content.

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8. (Amended) The system of Claim 7 wherein the staging server is operable to cancel said scheduled transfer.

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9. (Amended) The system of Claim 1 wherein the staging server is operable to replace the content with subsequent content, the subsequent content comprising content previously transferred to the first production server.

10. (Amended) The system of Claim 1 wherein the staging server is operable to prevent alteration of the content on the staging server.

11. (Amended) The system of Claim 1 wherein the staging server is operable to provide information selected from the group consisting of: log files, status information and combinations thereof.

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12. (Amended) The system of Claim 1 wherein the staging server is operable to provide user selections for at least two actions selected from the group consisting of:

generating requests for additional content from the network;

scheduling said transfer of the content;

canceling said scheduled transfer;

replacing the content with subsequent content and controlling saving of the content;

preventing alteration of the content on the staging server, and

providing information selected from the group consisting of: log files, status information and combinations thereof.

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b3 14. (Twice Amended) A method for publishing content on a computer network, the method comprising the steps of:

- (a) generating the content on a staging server;
- (b) receiving a publish command on the staging server;
- (c) automatically transferring the generated content from the staging server to first and second production servers at substantially the same time in response to step (b); and
- (d) providing the content to end users of the computer network in response to requests routed to either of the first and second production servers from the end users.

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b4 19. (Amended) The method of Claim 17:
wherein a same address is associated with the staging server and the first production server;
further comprising: (f) routing requests to the staging server in response to step (e).

b5 23. (Amended) The method of Claim 14 further comprising step (e) of testing the content in the staging server.

sub c10 24. (Amended) The method of Claim 23 wherein step (e) comprises generating requests for additional content from the computer network from the staging server.

25. (Amended) The method of Claim 14 further comprising step (e) of scheduling step (c) from the staging server.

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28. (Amended) The method of Claim 14 further comprising step (e) of providing information selected from the group consisting of: log files, status information and combinations thereof in the staging server.

29. (Amended) The method of Claim 14 further comprising providing user selections for at least two actions selected from the group consisting of:

- testing the interaction of the content with the computer network from the staging server;
- scheduling step (c);
- canceling said scheduled transfer;
- replacing the content on the first and second production servers with subsequent content, the subsequent content comprising content previously on the first and second production servers;
- preventing alteration of the content on the staging server by a content user; and
- providing information selected from the group consisting of: log files, status information and combinations thereof.

30. (Twice Amended) A method for publishing content on a computer network, the method comprising the steps of:

- (a) providing a staging server on the computer network;
- (b) limiting access to the staging server, the access comprising at least first and second access levels;
- (c) generating the content on the staging server;
- (d) restricting step (c) in response to a command associated with the first access level;
- (e) receiving a publish command on the staging server;

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(f) automatically transferring the generated content from the staging server to first and second production servers at substantially the same time in response to step (e); and

(g) restricting step (f) in response to a command associated with the second access level.

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33. (Amended) The method of Claim 30 further comprising:

- (h) replacing production content on a first production server with the content of step (c); and
- (i) reversing step (h).

34. (Amended) The method of Claim 30 wherein step (f) comprises replacing the content of step (c) on the first and second production servers with the production content.

35. (Amended) The method of Claim 30 wherein:

the staging server includes segmented software; and

step (c) comprises generating content for each of a plurality of users, each user associated with a segment of the segmented software.

36. (Amended) The method of Claim 30 further comprising providing user selections for at least two actions selected from the group consisting of:

testing the interaction of the content with the computer network from the staging server;

scheduling a transfer of the content to a first production server;

canceling said scheduled transfer;

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transferring the content to the first production server and a second production server in response to a publish command;

replacing content on the first production server with subsequent content, the subsequent content comprising content previously on the first production server;

preventing alteration of the content on the staging server by a user associated with a second of the at least two access levels; and

providing information selected from the group consisting of: log files, status information and combinations thereof.

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37. (Twice Amended) A system for publishing content on a computer network, the system comprising:

a staging server and associated software comprising a staging area on the computer network, the staging area operable to allow generation of the content and transfer of the content from the staging area to a plurality of production areas at substantially the same time; and

a firewall operable to limit access to the staging area to at least two access levels, the firewall operatively connected to the staging server;

wherein a first user associated with a first of the at least two access levels is allowed to control generation of the content, and wherein a second user associated with a second of the at least two access levels is allowed to control transfer of the content from the staging area to the production areas.

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41. (Amended) A method for publishing content on a computer network, the method comprising the steps of:

- (a) providing a staging server and a plurality of production servers on the computer network, the staging server associated with staging content and each of the production servers associated with production content;
- (b) replacing the production content on each of the production servers with the staging content at substantially the same time in response to a publish command associated with the staging server; and
- (c) replacing the staging content on each of the production servers with the production content at substantially the same time in response to a rollback command associated with the staging server.

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43. (Amended) The method of Claim 41 further comprising:

- (d) limiting access to the staging server to at least two access levels;
- (e) generating the content on the staging server; and
- (f) restricting step (e) in response to a command associated with one of the at least two access levels.

44. (Amended) The method of Claim 41 wherein:

- the staging server includes segmented software; and
- further comprising (d) generating content for each of a plurality of users, each user associated with a segment of the segmented software.

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45. (Amended) The method of Claim 41 further comprising providing user selections associated with at least two actions selected from the group consisting of:

- testing an interaction of the staging content with the computer network from the staging server;
- scheduling a transfer of the staging content to a first production server;
- canceling said scheduled transfer;
- transferring the staging content to the first production server and the second production server in response to a publish command;
- preventing alteration of the staging content by a user associated with a first access level;

and

providing information selected from the group consisting of: log files, status information and combinations thereof.

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46. (Amended) A system for publishing content on a computer network, the system comprising:

- a staging server associated with the computer network and with staging content;
- a plurality of production servers wherein each production server is associated with the computer network and with production content;
- a staging server user interface that allows a user to select a publish command associated with replacement of the production content on each of the production servers with the staging content at substantially the same time; and

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wherein the staging server user interface also allows the user to select a rollback command associated with replacement of the staging content on each of the production servers with the production content at substantially the same time.

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48. (Amended) The system of Claim 46 further comprising a firewall for limiting access to the staging server to at least two access levels; and

wherein the staging server is operable to generate the staging content in response to input associated with the staging server user interface and is operable to restrict the generation in response to a command associated with one of the at least two access levels.

49. (Amended) The system of Claim 46 wherein:

the staging server includes segmented software; and

the staging server is operable to generate the staging content for each of a plurality of users, each user associated with a segment of the segmented software.

50. (Amended) The system of Claim 46 wherein the staging server user interface is associated with user selections for at least two actions selected from the group consisting of:

testing an interaction of the staging content with the computer network from the staging server;

scheduling a replacement of the production content with the staging content;

canceling said scheduled replacement;

replacing the production content on the plurality of production servers with the staging content in response to the publish command;